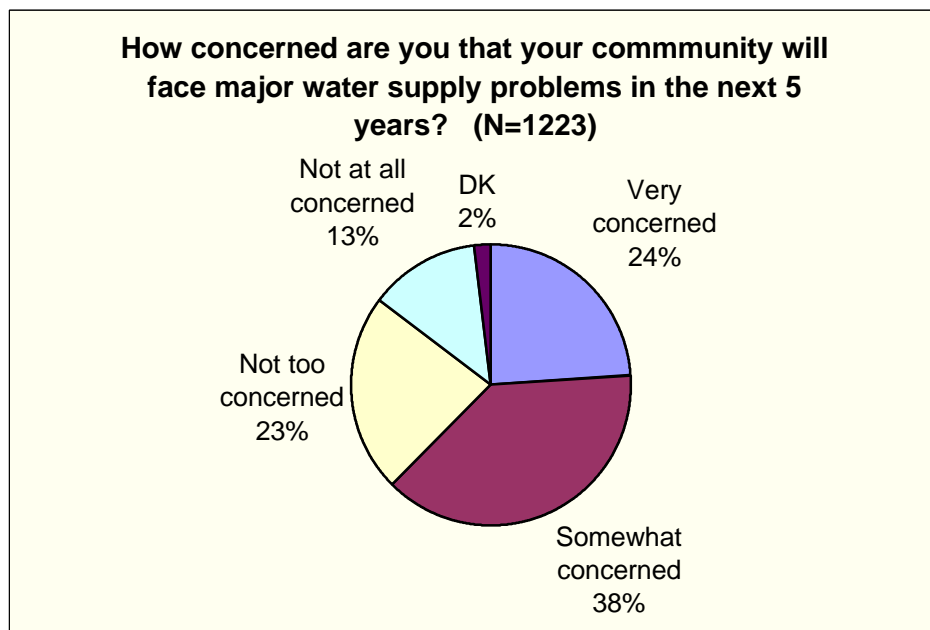


CHAPTER TWO – BASIC VIEWS ABOUT WATER AND ENVIRONMENTAL ISSUES

Q1: How concerned are you that your community may face major water supply problems over the next five years?

Respondents were first asked how concerned they were about their communities facing major water supply problems over the next five years. As shown in **Figure 2**, over half (62%) of all respondents are either very (24%) or somewhat (38%) concerned. However, 36% say they are not too (23%) or not at all concerned (13%). The level of concern is the same among Seattle and Purveyor customers. However, those saying they are very or somewhat concerned dropped substantially among single family homeowners since 1994 – from 84% to 63% (see **Table 4**).

Figure 2 - Level of Concern About Water Supply Problems (Q1)



Regional Comparison	N.S.	Seattle %	Purveyor %
Very concerned		22	25
Somewhat concerned		42	36
Not too concerned		21	25
Not at all concerned		13	12
DK		2	2
	N=	603	620

Table 4 - Level of Concern About Water Supply Problems (Q1)

Over Time Comparison: Concern About Supply*	1994 %	1999 %
Very concerned	42	25
Somewhat concerned	42	38
Not too concerned	13	23
Not at all concerned	3	13
DK		2
<i>Reminder: Single Family Households Only N =</i>	2505	959

Q2: Why do you give that rating?

Customers who were concerned about future water supplies (62% of the population) most often said it was due to “population growth,” and other development concerns (16%), as shown in **Table 5**. Other reasons for concern included finite water supplies and shortages (13%), the need for good water (13%), and water quality and health concerns (10%). Respondents who were not concerned (36% of the population) most often said they believe there’s enough water (38%) or they don’t believe a problem exists (33%). Seattle and Purveyor customers gave similar reasons, and customer reasons have not changed much between 1994 and 1999.

Table 5 - Reasons for Concern or Lack of Concern About Water Supply (Q2)

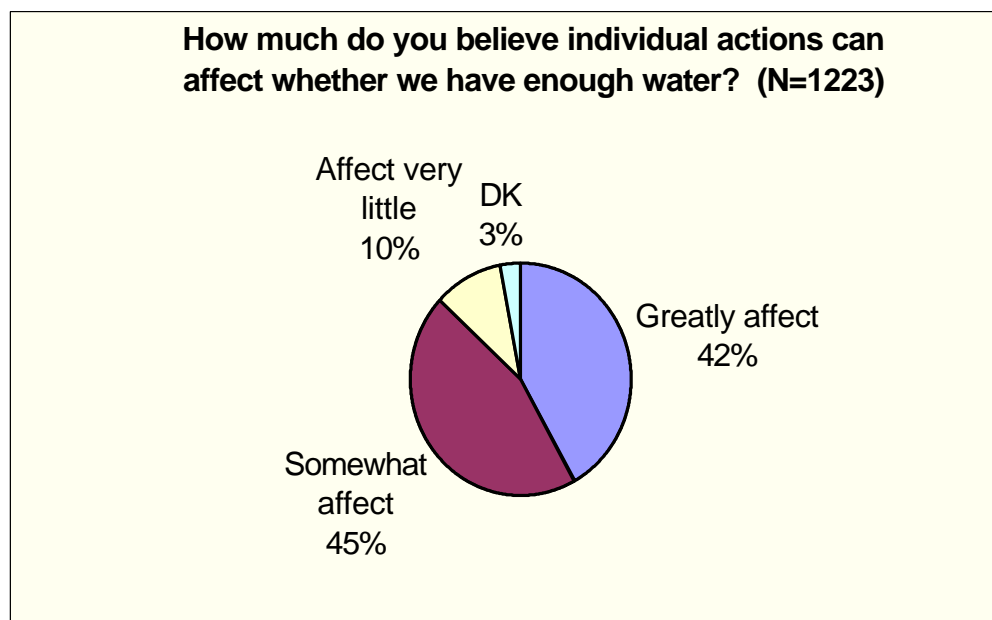
Reason	Concerned or Not Concerned %
Population growth/over-development	16
Finite water supply/shortages	13
Good water is important/necessary	13
Health/general water quality	10
People don’t care/conserve enough	6
Water management problems	6
Environmental/global issues	3
Increased media coverage	3
Rising water rates	3
There’s enough water	38
Don’t believe there is a problem	33
Never thought of, not informed	9
Trust the utilities/water system	2
Don’t know	3
<i>N=</i>	1198

Q3: Do you believe the actions of individual households like yours can greatly affect whether we have enough water to meet the future demands of our region, somewhat affect whether we have enough water, or have little effect on whether we have enough water?

Respondents were asked how much individual households could affect whether we have enough water. **Figure 3** shows that almost all customers (87%) think individuals can either greatly (42%) or somewhat (45%) affect how much water we have. Only 10% said their actions could have little effect. No differences surfaced between Seattle and Purveyor customers.

However, customer viewpoints seem dramatically different since 1994, as shown in **Table 6**. Although the questions differ somewhat, only 28% in 1994 felt conservation could make supplies “last a lot longer” compared to 42% in 1999 saying their actions can “greatly affect water supplies.”

Figure 3 - How Much Individual Actions Can Affect Having Enough Water (Q3)



Regional Comparison N.S.	Seattle %	Purveyor %
Greatly affect	45	40
Somewhat affect	42	47
Affect very Little	10	10
DK	2	3
N =	603	620

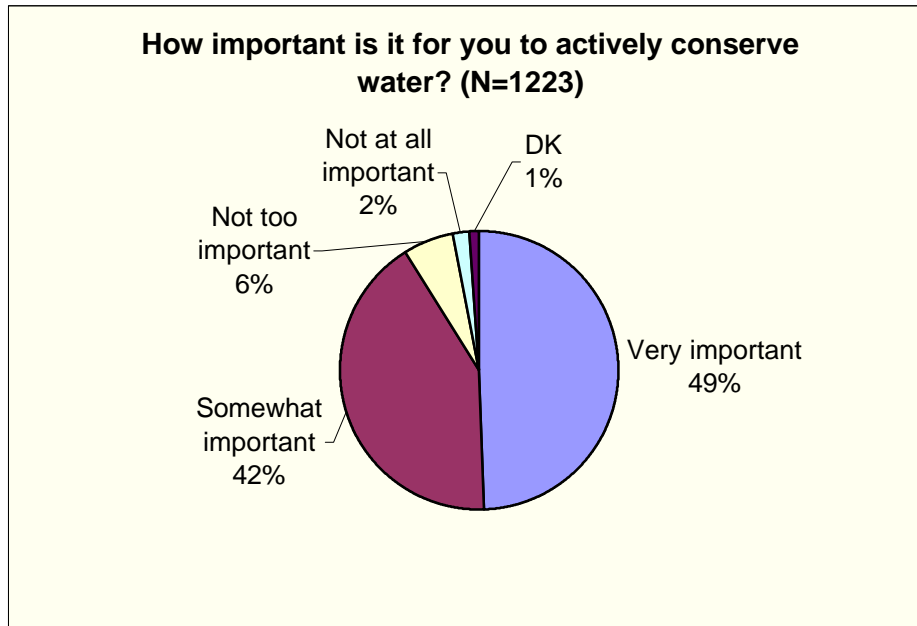
Table 6 - How Conserving Can Affect The Water Supply (Q3)

Over Time Comparison	1994 Survey % (Extend water supply)	1999 Survey % (Affect water supply)
Greatly affect/Make supplies last a lot longer	28	42
Somewhat affect/Last somewhat longer	64	46
Affect very little/Not help	8	10
DK	-	2
N=	2465	959

Q4: How important is it for your household to actively conserve water?

As shown in **Figure 4** below, nearly half (49%) of all respondents thought it was very important to conserve water and another 42% thought it was somewhat important, indicating the high value customers place on conservation. Only 8% thought conservation was not too (6%) or not at all (2%) important. Seattle and Purveyor customers did not differ. And, as shown in **Table 7**, attitudes about the importance of conserving have not changed since 1994: about half still think it's very important, with less than 7% saying it's not important, and the rest saying it's somewhat important.

Figure 4 - Importance of Conserving Water (Q4)



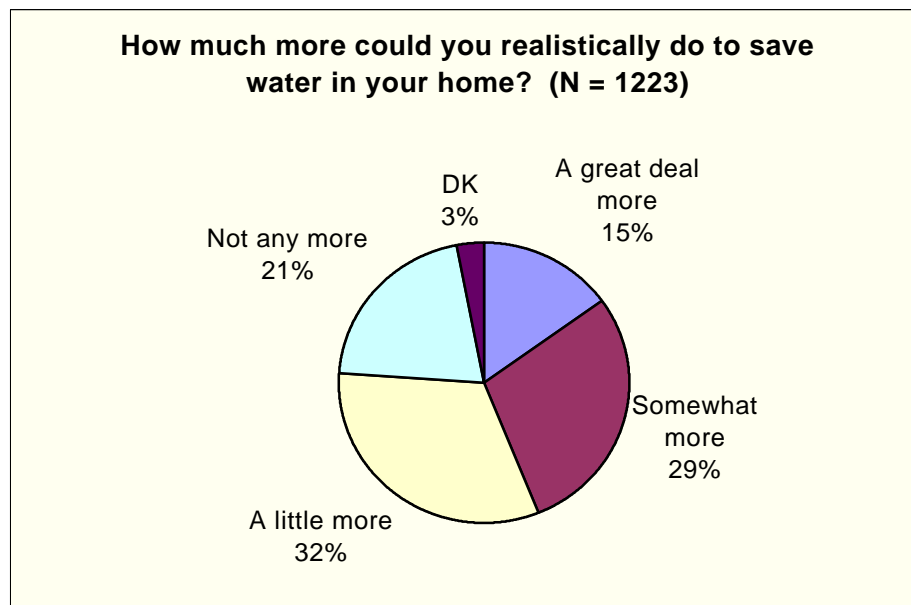
Regional Comparison	N.S.	Seattle	Purveyor
Very important		51	49
Somewhat important		41	43
Not too important		6	5
Not at all important		1	2
DK		1	0
	N=	603	620

Table 7 - Importance of Conserving (Q4)

Over Time Comparison	1994 Survey %	1999 Survey %
Very important	53	50
Somewhat important	41	42
Not too important	6	6
Not at all/DK	-	3
N=	2485	959

Q5: How much more could you realistically do to save water in your home?

When asked how much more they could realistically do to save water in their home, both outdoors and indoors (see **Figure 5**), 15% said a great deal more (10% or more), and another 29% said somewhat more (5 to 10% more). About a third (32%) thought they could do a little more (1 to 5% more) and one in five (21%) said they could not save any more than they do now. Seattle customers are slightly more likely to feel they could save more than Purveyor customers.

Figure 5 - Doing More to Save Water in the Home (Q5)

Regional Comparison	Sig. = <.05	Seattle %	Purveyor %
A great deal more		15	14
Somewhat more		30	28
A little more		30	34
Not any more		21	22
DK		4	1
N=		603	620

Q6: If you knew that the same rivers that salmon depend on for survival also supply your water, and that if all households saved water we would have enough water for salmon and people, how likely would you be to take steps to save water at home?

Q7. If you knew you could save 5-10% on your water and sewer bills by cost-effectively saving water, how likely would you be to take steps to save water at home?

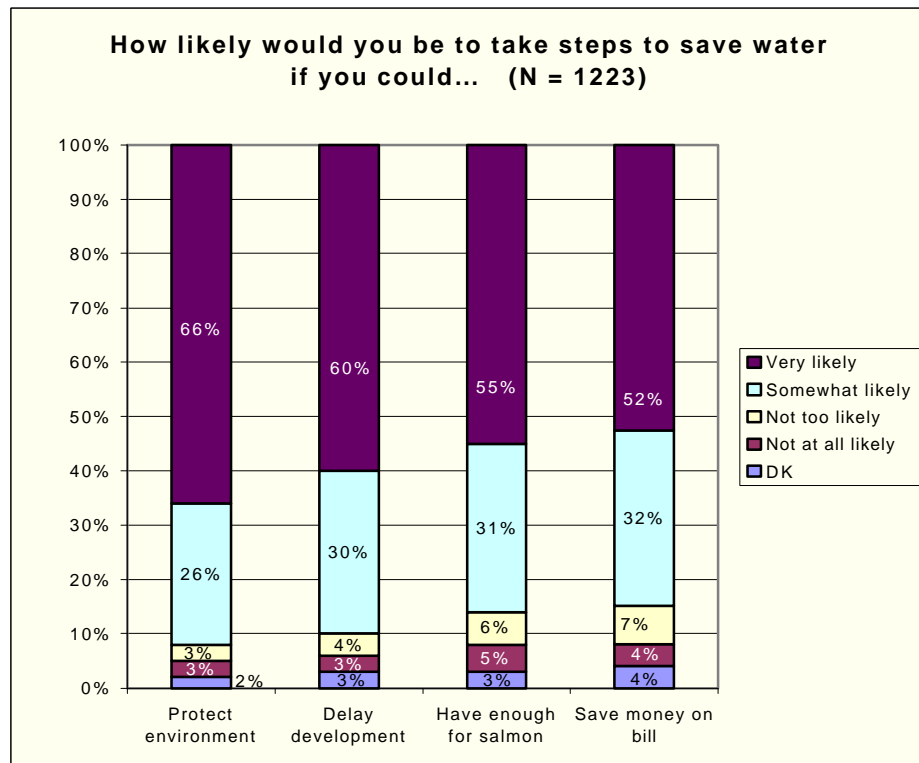
Q8. Our region may be able to delay the development of new and more costly water supplies if every household reduced the amount of water it uses by 1% each year for 10 years. Knowing this, how likely would you be to take steps to save water at home?

Q9. If you knew that it would help protect the environment for now and future generations, how likely would you be to take steps to save water at home?

Respondents were asked the four questions above to gauge what would be most likely to motivate them to take steps to save water at home. As shown in **Figure 6**, all four reasons resonated very strongly with over half of respondents. Still, protecting the environment was the most compelling motivation (66% very likely to take steps to save water at home).

Between Seattle and Purveyor customers, the only significant difference in motivations was saving water to protect salmon runs, with Seattle customers finding this reason a little more motivating than Purveyor customers.

Figure 6 - Reasons to Take Steps to Save Water (Q6-9)



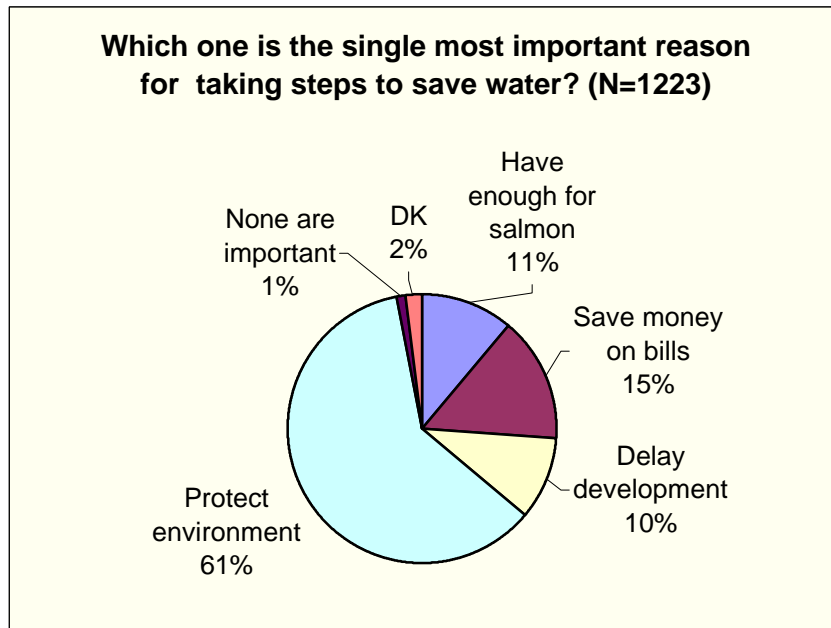
Regional Comparison – For Salmon Sig. = <.05	Seattle %	Purveyor %
Very likely	58	52
Somewhat likely	31	32
Not too likely	4	7
Not at all likely	4	5
DK	3	3
Regional Comparison – Save Money N.S.	Seattle	Purveyor
Very likely	51	53
Somewhat likely	32	32
Not too likely	7	7
Not at all likely	3	4
DK	6	3

Regional Comparison – Delay Development N.S.	Seattle	Purveyor
Very likely	62	59
Somewhat likely	28	32
Not too likely	4	4
Not at all likely	3	4
DK	3	2
Regional Comparison – Protect Environment. N.S.	Seattle	Purveyor
Very likely	68	65
Somewhat likely	23	28
Not too likely	3	3
Not at all likely	2	3
DK	3	1
N=	603	620

Q10. Which is the single most important reason you would take steps to save water? 1) Saving water for salmon. 2) Saving water to save money on your bill. 3) Saving water to delay new, more costly water supplies. OR 4) Saving water to help protect the environment?

Respondents were then asked to select the *single most important reason* for taking steps to save water at home. As shown in **Figure 7**, a strong majority of respondents (61%) selected protecting the environment as the most important reason to save water. Substantially fewer respondents selected the other three reasons. Saving money did become more prominent, moving from last place in the overall ratings to second place (15%), while delaying the cost of new development dropped from second into last place (10%), just behind saving salmon (11%). No significant differences exist between Seattle and Purveyor customers.

Figure 7 - Single Most Important Reason to Save Water (Q10)



Comparison-single most N.S.	Seattle %	Purveyor %
Enough for Salmon	12	10
Save Money	13	16
Delay development	10	9
Protect Environment	62	61
None	1	1
DK	2	2
N=	603	620